

71%

travellers state that personal renewal or self-care is an important reason for their travel

44%

plan to integrate more wellness or mindfulness into their trips

Data source: Minor Hotels Travel Trends Report 2026

Destinations that offer peace, nature, and silence are likely to define the future of leisure travel

### What makes a destination quietcation ready?

- Limited connectivity: Encourages digital detox
- Nature-first environment: Mountains, forests, deserts or oceans
- Low density stays: Boutique lodges, eco-retreats, private cabins
- Mindful activities: Hikes, stargazing, pottery, meditation
- Unstructured itineraries: built-in breathing room
- A culture of silence: Places that value stillness organically

People want "slow mornings, curated meals, and the ease of slipping into local life at their pace"

Travellers now focus on a break from routine chaos

# HUSH, HUSH: QUIETCATIONS ARE TAKING OVER

Intentional disconnect and reconnecting with yourself is a key takeaway of quietcations

Today, true luxury is to feel and engage with the environment, say experts

### What qualifies as hush hospitality?

Destinations that offer peace, nature, and meaningful connection is likely to define the future of leisure travel. "Quietcation can take many forms: heritage stays, secluded beaches, diving, snorkelling, nature retreats — anything that lets travellers disconnect from chaos. Nature expeditions or wildlife-led quietcations are picking up globally. These journeys are curated as per guests' interests, and every experience takes you into remote natural habitats. Such journeys surely qualify as a quietcation," explains Aly Rashid, Director, Just Nature Expeditions. Abhishek Sharma, COO, Soneva, adds, "We see a clear shift towards wellbeing, presence and restorative stillness. More guests tell us they want to unplug, rebalance and simply breathe again. It's a gentle return to essentials: nature, space, and time for oneself."

Shikha Shah

For decades, holidays have been synonymous with indulgence — sprawling buffets, packed itineraries, and the constant scramble for "must-see" attractions. But a new genre of travel is quietly taking over. Welcome to the era of the quietcation — or what the hospitality world now calls hush hospitality or hushpitality — where silence, slow living, and intentional disconnection are the biggest luxuries money can buy.

#### WHAT'S DRIVING QUIETCATIONS?

People aren't travelling to do more anymore; they're travelling to feel less pressure. That's really what's driving quietcations. "Life has become louder than we realise, and the constant digital pull is wearing people down. More of our guests now come in saying they just want silence, sunlight, and a place where nothing demands their attention. Our villas in Sindhudurg naturally encourage

that kind of pause. The sea is the only thing you hear in the mornings, nature slows you down, and the spaces are designed so you can disappear reading for hours, floating in the pool, or simply doing nothing. Quietcations are becoming a trend only because people are finally listening to what their minds and bodies have been asking for," says Giles Knapton, Founder, Coco Shambhala, Sindhudurg.

Travel has shifted from ticking off itineraries to choosing experiences that feel grounding and genuine. "Our guests love slow mornings, thoughtfully curated meals, and the ease of slipping into local life at their pace. Many guests tell us that stepping away from screens and routines, even for a short stay, gives them clarity," reveals Shradha Bhonsle, Yuvrani of Sawantwadi.

59%

believe that self-reconnection is tied to nature

54%

seek solo time for relaxation

### Top destinations

#### India

- Spiti Valley, Himachal Pradesh
- Gokarna, Karnataka
- Auroville & Puducherry, Tamil Nadu
- Ziro Valley, Arunachal Pradesh
- Sindhudurg, Maharashtra

#### International

- Japanese Countryside
- Tuscany & Umbria, Italy
- Namibia's Desert Reserves
- Bhutan
- New Zealand's South Island